

## ABSTRACT OF THE DISCLOSURE

The present invention provides an ink jet recording medium which is excellent in ink absorptivity, color density, gloss, water resistance, light fastness and yellowing resistance, in particular, ink absorptivity, color density, light fastness and yellowing resistance.

The ink jet recording medium comprises at least one ink receptive layer containing polymeric organic particles provided on a support, wherein the polymeric organic particles have a glass transition temperature ( $T_g$ ) of 40°C or higher and are amphoteric polymeric organic particles having both of the functional groups of a cationic group and an anionic group on the surface thereof.